



2010 | ANNUAL REPORT

museums
aotearoa

MA Chair's Board Report



This year the Museums Aotearoa Board has focussed on narrowing down the wide range of activities it and its staff undertake to ensure that it is operating within its resources. With only one full-time and one part-time person there is a limit to what can be achieved and rather than spread ourselves too thinly we have developed a three year plan that sets out our objectives which are then reviewed on a regular basis. You will note that three year plan has been on the agenda of the AGM for the last three years as we seek to refine it with guidance from our members.

For 2010 and 2011 the Board, following input from last year's AGM, set the following priorities:

- To increase individual membership and encourage people working in the sector to be fully involved with their professional association
- To work towards implementing an accreditation scheme
- To clarify the respective roles of MA and NSTP so there is no confusion
- To review and update the Code of Ethics

Clearly MA also gets involved in many other activities, including advocacy, providing information and gathering statistics, but the four things above have been the focus.

We are pleased to report success in the first point where we have attracted some seventy new individual members and the meetings we have been holding with our members in the regions have had exceptionally good turn outs and been well received. I believe I can detect an increase in interest and involvement with the association.

As for accreditation there has been much background work going on, although with the recent earthquakes, we are not as far advanced as I would have liked. A paper setting out progress will be presented at the AGM and will be made available for those not attending the AGM. We are pleased to report that there have been discussions regarding the introduction of such a scheme with the Minister who is very interested in the concept. We are also discussing possibilities of linking into the UK scheme. There should be more information on both of these as we move through the next year.

Unfortunately for various reasons we have not been able to move forward with clarifying the MA/NSTP roles, however this is a priority for this year, as we have failed to resolve it thus far.

The Code of Ethics has received a great deal of attention and was the subject of some very useful research by Susan Abasa and her Massey students. Some areas have been identified that are not included in the current code and these will be further developed with a view to drafting a new edition of the Code of Ethics this year. You will note the importance that has been placed on ethics as each member signing up to MA membership needs to agree to abide by the Code. There will be some interesting discussions at the 2011 conference that will help to shape the new version and we are also planning to introduce an ethics panel of senior museum professionals to provide guidance on difficult issues.

As this is my final report as Chair of Museums Aotearoa having completed my maximum four years, I would like to thank my fellow Board members for some very interesting and stimulating debates. I believe we have made good progress and I look forward to seeing how things move forward, particularly around accreditation which is a subject I feel very strongly about! I would like to thank Anthony Wright and the Canterbury Museum Trust Board as my employer for the excellent support they have given me whilst holding this position as it has allowed me to participate fully in Board matters. The role has been time consuming at times, but one that is very rewarding. I would also like to thank MA's staff, both Phillipa and Sophie, (and Fiona before her), are excellent staff. Your association is in good hands with both of them. I also need to acknowledge the museums that have allowed us to hold meetings on their premises and to thank them for their catering, in particular to Te Papa who are always excellent hosts.

I am a little sad that my time with MA is at an end and hope that there may be a little role for me doing something useful from time to time! I would like to wish all the best to my successor and hope that they are able to continue the work that the current Board has put in place.

Lesley Colsell

Executive Director's Report



Looking back, 2010 was a year of the unexpected. Museums Aotearoa successfully planned and implemented a range of activities, and along the way we reviewed and adapted our plans as circumstances changed.

We began the year with a staff shortage and me on sick leave – which was especially difficult in the weeks leading up to the MA10 conference. During this unsettled period we were fortunate to have several people who very ably helped us through. I would especially like to thank Miri Young, Gina Lumplecker and Ashley Remer for keeping the office and the conference on track, and the Board members who supported us all the way through.

After the conference in April, we were back on track joined by our new staff member, Sophie de Lautour Kelly, and launched into a busy year focussing on membership development, as well as our several key projects.

Preparations for the 2011 Rugby World Cup were a recurring theme in 2010. There was much debate about 'what to do' for it, with an apparent expectation that the whole country would put on special events, exhibitions and other focussed activities. MA worked with the Ministry for Culture and Heritage, including a project proposal to link in with the distributed national collection project. This was to link into our other work with MCH on objects and collections of national importance, which was workshoped at the MA10 conference.

We continued with this work and made two grant applications. By the end of the year however, it was apparent that the Rugby World Cup projects that were getting the most traction were those being taken up on a local level.

All this was put into perspective by another unexpected event – the Canterbury earthquake in September. We were relieved that there was no loss of life and very little damage to museums and galleries, with the exception of the Kaiapoi Museum, demolished with what has been described as unseemly haste the week after the earthquake.

Looking at the bigger picture, the global financial situation was beginning to impact more strongly on the cultural sector in NZ in 2010. Its negative effect on international tourism was being felt, and also increasing pressure on local councils to keep rates steady – despite continually rising costs and ratepayer expectations.

I have felt an acceleration of change in recent years. The economic pressures coming through have been pervasive, although not as disastrous as in the UK. Mobile technology is now ubiquitous, and the possibilities and options are changing faster than the minimum length of a standard cellphone plan – iPads were only released internationally April 2010, and by August, when they went on sale in New Zealand, they were already in use in an exhibition at Puke Ariki.

Social change is also accelerating, challenging museums to stay relevant to audiences with changing needs and expectations. And political change is having an effect on our sector, such as the integration of the National and Alexander Turnbull Libraries, and Archives NZ, into the Department of Internal Affairs.

On a personal note, I travelled to the USA where I visited some wonderful museums and galleries, and attended the annual meeting of the American Association of Museums in Los Angeles. Thanks to support from the US Embassy in Wellington for the registration fee, I was able to attend the AAM conference at no cost to MA. This was a great opportunity to see how a much larger museum association operates. The trip gave me plenty of ideas, and also reassurance that we are doing comparatively well with the resources and opportunities we have.

For MA, 2010 was a year of change and development. I particularly want to thank outgoing Board Chair Lesley Colsell for her support and encouragement during challenging times, and throughout her term on the Board. As we look forward to 2011, I also acknowledge our members. All of the dedicated museum and gallery professionals who make up MA contribute to our organisation in so many ways. I look forward to continuing to work with you, taking up new ideas, opportunities and challenges in the year ahead.

A handwritten signature in black ink, appearing to read 'Phillipa Tocker'. The signature is stylized and fluid.

Phillipa Tocker



Museums Aotearoa

Museums Aotearoa is New Zealand's professional association for public museums and galleries and those who work in, or are associated with them. MA strives to be the strong, objective, fully representative voice for the evolving museum community, and to promote a shared sense of professionalism, solidarity and identity. New Zealand museums are actively focused on enriching their communities by enhancing the quality of their facilities, collections, programmes, products and services. Museums play a pivotal role in the national heritage, education, leisure, and tourism sectors, and they demonstrate and profile New Zealand's innovation and leadership internationally.

Museums Aotearoa is governed by a Board of six elected by its members – three by museums and three by individuals. As of the April 2010 AGM, Linda Tyler stood down, and was replaced by Jenny Harper. Linda's service on the Board is gratefully acknowledged. One Individual position is currently shared by two Kaitiaki nominees.

The 2010-2011 Board is:

Lesley Colsell, Chair (Canterbury Museum, M)
 Bill Macnaught, Deputy Chair (Puke Ariki, M)
 Jenny Harper (Christchurch Art Gallery, I)
 Michelle Hippolite (Te Papa, M)
 Manu Kawana (Te Manawa, K)
 Greg McManus (Rotorua Museum, I)
 Lauren Sadlier (Museums Wellington, K)

Strategy and planning

Museums Aotearoa has put considerable effort into developing strategy to inform the planning of activities in 2010. Early in the year, the Board examined and revised the priorities from 2009. When the new Board met in May, key focus areas emerged, all of which came out of, or build on, the *Strategy for the Museum Sector* (2005). Specific activities and areas of continuing focus were also identified.

As noted in the Chair's report MA's priorities for 2010 were

- Membership development
- Work towards an accreditation scheme for museums
- Clarification of the respective roles of MA and NSTP
- Review of the Code of Ethics

Progress towards these goals and our other activities in 2010 are discussed in the following pages. 2010 has been a year of great achievements and some frustrations. The Board and staff look forward to continuing to work with our members and the wider museum sector to continue this work into the future.

As a vital step towards clarifying and communicating our role and goals in support of our members, the Board developed a new values statement for Museums Aotearoa.

Museums Aotearoa values:

- people who work in the museums and galleries sector in New Zealand
- partnerships established by the Treaty of Waitangi
- engagement with communities in the care and management, research, and interpretation of their treasures and taonga
- shared ideas and resources in collaborative projects inside the sector and with other partners
- development of expertise, research and scholarship, including mātauranga Māori
- exchange of knowledge enabling New Zealand museums and galleries to set a benchmark for exemplary professional museum practices and ethical principles

Advocacy

Central government

A key role for a professional association is advocacy at the national level. This can take such form as making submissions, lobbying, and building relationships with key stakeholders.

Phillipa Tocker met with the Minister for Arts, Culture & Heritage, Hon Christopher Finlayson to discuss sector-wide issues and priorities. The Minister is actively engaged in our activities and concerns, and continues to be a strong supporter. We continue to work with the Minister and his officials on policy development, particularly in the areas of a possible Heritage (or Collections) Council, Objects and Collections of National Importance (OCNIs), and standards and accreditation, including the relationship of all these concepts to central government and other funding sources.

building relationships

Another area of particular interest to Minister Chris Finlayson is growing philanthropic support for the arts and culture. The Minister addressed a strategic forum on organised by Wellington Arts Partners in July, where he talked about continuing government support for the arts as part of an overall strategy which includes increasing philanthropy. He outlined the tax initiatives that have already been brought in, and the work of the Cultural Philanthropy Taskforce which is investigating further initiatives such as gift aid and cultural gifts. He also encouraged those present to make use of the skills and relationships of their board members – as both advocates and fundraisers.

Following this, the Ministry for Culture & Heritage organised a forum on *Growing Cultural Philanthropy* in September. The forum was attended by a range of Wellington and national organisations, including members of the Minister's Cultural

Philanthropy Taskforce, and featured a presentation by Louise Walsh of Artsupport Australia. The Taskforce report, *Growing the pie*, was released in December. Museums Aotearoa is following this up with a workshop on museum governance – including the question of the philanthropic role of the Board – at our MA11 conference.

A project in which MA has been engaged for several years is ensuring that the 'distributed national collection' is recognised. There has been much work carried out on this in previous years through the 'DNC' project. The main objective was, and continues to be, recognition that objects of national significance are held in museums throughout the country.

This work has taken several twists and turns, resulting in some great proposals and some frustrating dead ends. Discussions were held with the Ministry for Culture & Heritage in late 2009 and early 2010. Being well aware of the DNC project over the past 4 years, the Ministry was keen to build on that work if possible. In early 2010 the Ministry sponsored an employee to work in the MA offices on the list of significant objects that was identified some years ago.

policy development

At the same time, the Ministry set up a blog as a forum to seek feedback on the possible scope of the OCNI concept. This was promoted by MA prior to MA10, and a workshop held during the conference to explore the issues further. Ministry staff were pleased with the level of debate at MA10, although subsequent discussions have not yet lead to any clear way to carry this work forward.

We worked with the Ministry after MA10 on a further initiative that would build on this work in 2011. The aim was to try to develop a project in the context of the NZ2011





cultural festival, that could promote significant collection items in New Zealand and align with the Rugby World Cup. It was intended that this would lead to a larger project to develop the DNC/OCNI work into a national collaborative project over the next year. However, no further progress has been made.

objects and collections of national importance

We reported a year ago that the Ministry had undertaken an assessment of Te Papa's support for other New Zealand museums in 2009. MA and many others in the wider sector contributed, and had been awaiting release of the report. Following repeated requests throughout the year, we are pleased to see that it was released in February 2011. This document, along with other consultation and advocacy activities, will be a useful basis for further strategic discussion.

Political Lobbying

Museums Aotearoa maintains relationships with other politicians, including opposition spokesperson for arts, culture and heritage, Steve Chadwick. Steve attended the November MA Board meeting, and it was very helpful to discuss relevant policy issues as we head into an election year.

Legislation can have both direct and indirect effects on our sector. We watched carefully during the consultation

phase and subsequent passing of amendments to the Local Government Act (2002). Some of these related to the establishment of an expanded Auckland, and to local government Minister Rodney Hide's work to hold councils to 'core services'. These debates were carried out in Wellington and further afield, and MA was active in tracking them and informing members.

The Local Government Act 2002 Amendment Bill went through a number of iterations before it was passed in November. The Act now includes 'libraries, museums, reserves, recreational facilities, and other community infrastructure' in a list of 'core services to be considered' by local councils in performing their role, but fell short of a proposal to support the 'social and cultural needs' of their communities.

local government

With triennial local body elections in October 2010, it was timely that the MA10 conference addressed the question of advocacy, especially at the local level. We particularly invited two local council leaders for their views. Lawrence Yule (Local Government NZ) and Barbara McKerrow (New Plymouth District Council) were both positive about the role and importance of museums, and both offered challenges for our sector to pick up.

Lawrence Yule observed that, traditionally, museums and galleries have not been as good at explaining things to the councils that fund them as to their audiences:

"To many councils, museums seem to do little to present themselves as core business. There is a tendency for museums and art galleries to appear in front of councils for the sole reason of asking for more money. Museums don't spend enough time talking up their successes and getting up front and personal with elected members to

get them more closely involved in the process. ... The challenge is at the local level for museums and galleries to make councils fully cognisant of their work so that the message goes right up to the top of the food chain."

Barbara McKerrow and her council are perhaps more convinced of the value of their museums already, and acknowledged that, "no one should underestimate how much our lifestyles and our environment are influenced by art and heritage." She challenged us to "go beyond the articulation of current value to the creation of new value, changing in tune with a changing environment, becoming inextricably linked with what it is that makes your community unique".

Accreditation – the time has come

A major area of focus for Museums Aotearoa in 2010 was accreditation. This is a way of showing our public and our funding organisations that we are achieving the best possible standards in our museums and galleries. Having been tabled and dismissed several times over many years, the Board brought a discussion paper to the 2010 AGM, where members endorsed investigation of accreditation for museums.

discussing what accreditation might look like

An Accreditation Working Group, comprising Lesley Colsell, Thérèse Angelo, Jenny Harper and Phillipa Tocker, met in Christchurch in July, discussing what accreditation for New Zealand museums might look like, the relationship between accreditation and the current NZ Museums Standards Scheme (NZMSS), and how to communicate accreditation to museums.

In September we invited museum members to give us feedback on the perceived benefits of accreditation for museums and art galleries. Members told us that the time has come for an accreditation scheme in this country. Accreditation is seen as a valuable tool, and there are real benefits to be gained providing it is done appropriately. As a member commented, *one of the significant benefits will be the effect on the museum sector as a whole – where benchmarking should lift performance across the board.*

The working group is continuing to develop proposals for the 2011 AGM and beyond.

Museums Aotearoa - National Services Te Paerangi/Te Papa Memorandum of Understanding

We are regularly made aware of continuing confusion between the respective purpose, objectives, roles, and activities of MA and NSTP. In the absence of a heritage or collections council-type organisation, we are both

attempting to fill a void that in other countries is covered by another organisation that is policy setting and strategic. MA and Te Papa signed an MoU in 2006 outlining our relative positions, with the intention to review it regularly. As the need for clarification is still apparent, MA set out to work with NSTP to explain each others roles so that everyone in the museum sector is clear about who to go to for what. It is a source of some frustration that we have not yet achieved this despite ongoing discussions.

It is noted that this problem is also raised in the Ministry's 2010 report on Te Papa's outreach services, and the question of our respective roles and responsibilities has become more pressing as we develop options for an accreditation scheme. MA will continue this work with NSTP and Te Papa in 2011, as well as continuing ongoing discussions with the Ministry about a possible future collections or heritage council.

'GLAMS'

The Gallery, Library, Archive and Museum Sector (GLAMS) is a grouping which can be relevant in various contexts, and in which Museums Aotearoa operates when appropriate, both in New Zealand and internationally.

MA considers that it is important to have the museum sector strongly represented in the National Digital Forum. Phillipa Tocker remained a member of the NDF Board, being re-elected in September 2010. Phillipa played an active part as the NDF Board worked towards forming NDF into a legal entity, culminating in Incorporation just in time for 2010 conference in October. This was a very successful conference with excellent guest speakers, especially Michael Edson from the Smithsonian in Washington DC and Nick Poole from the UK Collections Trust.

Phillipa Tocker also chaired a session at the ARANZ conference in August – a forum to explore issues around professional accreditation for archivists. This was particularly interesting in the light of MA work towards accreditation for museum institutions, and perhaps in the future for museum professionals.

museum sector strongly represented

In other external liaison, Phillipa Tocker made an informal presentation about current museum sector issues in NZ to the Council of Australasian Museum Directors meeting at Auckland Museum in March. It was noted that Australia has been working on similar issues around national standards and accreditation, and there was a continuing willingness to work collaboratively in an Australasian context.

Also in March, Phillipa Tocker gave a presentation to the Plimmerton Rotary Club. This was an excellent opportunity to engage with a community group that had expressed an interest in museum matters through its support of the NZ Police Museum.

Membership

Membership development

A major focus for 2010 has seen the Museums Aotearoa Board and staff developing a new membership plan. The intention is to strengthen the organisation and improve the professionalism and engagement of people working in the sector.

We began in 2009 by examining the MA fee structure, with a particular emphasis on achieving equity and fairness for all members. As a result of this, the Board took a discussion paper to the 2010 AGM proposing:

- a review of the basis for Museum fees (operating budget or staff FTEs)
- simplifying Individual fee categories
- introducing a reduced Individual fee for those working in member museums
- supporting regional and interest group networks
- exploring tangible member benefits



There is limited scope to grow museum membership, as a very high proportion of staffed museums already belong to MA. Upon further investigation, the Board decided that it would be most equitable to retain operating budget as the basis for museum fees. It was also decided that, to avoid irregular jumps in fees and negative impact on MA activities, museum and associate fees would be adjusted annually by a CPI-based percentage.

The simplified membership structure for individuals, and improved card benefits, was launched in November. Most member museums and galleries have generously offered free admission and other discounts to MA members. This is intended to increase professional networking as well as give individuals a tangible benefit for their membership. The card benefits scheme is being refined for introduction in 2011.

strengthen the organisation



In December, we distributed our new individual membership brochure to non-member museums as well as to members. The response to the new structure is very positive, with a number of new memberships for 2011 being prepaid in December, and a surge in individual membership in early 2011.

Membership numbers at the end of year:

	Museums	Individuals*	Associates
2006	147	215	3
2007	167	206	14
2008	167	191	16
2009	165	181	20
2010	166	162	23

* Includes Honorary members (currently 21)

Regional networks

Encouraging and supporting collegial networks of all kinds is a key role for a professional association. As part of our membership development, we began taking Board meetings out and about in the second half of 2010.

response to new structure is very positive

When the Board met in Nelson in August we held an informal lunch in the sunshine on the roof deck at Nelson Provincial Museum. In Christchurch in mid-November, we co-hosted a function with Canterbury Museum for members in the region, which included a guided tour of their anthropology collection store. These occasions were very good for the



MA staff and elected Board members to meet with local members, and to share some hospitality as well as serious and not-so-serious discussion.

In September Phillipa Tocker was invited to speak at another regional meeting hosted by Heritage Kaikohe, for the Northland Museums Association. The NMA group is very supportive, and it was good to see a revived commitment to working on joint strategy for all museums in the region.

supporting collegial networks

Other interest groupings are also reviving, such as the Directors of Small Museum group, which met again at MA10 and is gathering momentum, and the Touring Exhibitions Network, which has established a successful pattern of two national meetings per year – one at the MA conference, and one in November.

The Registrars group has not been so active, although there are strong links with the Australasian Registrars Committee amongst individuals, and Christchurch Art Gallery hosted their annual conference in February. MA will support the NZ Registrars Network where possible, the MA11 collections-themed conference being a likely opportunity. We look forward to more regional meetings and supporting networks in 2011.

Kaitiaki

Our Kaitiaki Board members have provided valuable input into membership and activities in 2010. Manu Kawana and Lauren Sadlier were assisted by Rhonda Paku in arranging a hui at Owae Marae near New Plymouth in conjunction with the MA10 conference. They continue to engage with colleagues and other MA Board members and staff, and have brought a vital kaitiaki perspective to the review of the Code of Ethics. This will continue in 2011 with a full conference day at Whakatū Marae as part of MA11.

Membership support

Throughout the year, MA staff and Board members have provided advice and support to members. This has taken various forms in 2010, including informal discussions, an opinion for a legal hearing, and letters of support for resource consent and funding applications. While we support members applications wherever possible, we have had to decline in some cases where there may be more than one member applying for the same funding pool.

We have also noticed that there have been fewer calls for submissions to Council planning rounds this year. This may be due to the proximity of local council elections, with many institutions reluctant to be confrontational where it may lead to museum matters becoming an election issue. We also hope that our work to assist and empower our members has enabled them to be more effective advocates in their own communities.

Research And Publication

Museums Aotearoa publications

During 2010 Museums Aotearoa produced a range of electronic and hard copy publications for members and the wider community. The new edition of the Directory, for 2011, was completed and went to print in late December. It was produced differently this year, drawing information directly from our new database. There were some 'teething troubles' arising from the data migration and we have since refined the database. As a printed *Directory* is out of date as soon as it is printed, the next step, for 2011, is to ensure this information is online, including staff details, so members can access up to date information.

We had less success with *Te Ara – journal of Museums Aotearoa* in 2010. The last issue was released online in November 2009, and there have been none since due to lack of time and resources. We will be reviewing the journal in 2011.

The *Museums Aotearoa Quarterly* was published in May, August and November, there being no edition early in the year when we were short-staffed. MAQ provides members with commentary and information, profiles of members, and informal accounts of various activities. We particularly appreciate the items submitted by members, such as travelogues and articles about their own museums.

Directory of New Zealand Museums and Galleries

2011



museums aotearoa TE TARI O NGĀ WHARE TAONGA O TE MOTU / THE MUSEUMS OF NEW ZEALAND Inc.

We have moved the news clippings round-ups from monthly to fortnightly, and instead of sending them out as email attachments, upload them directly to our website. This is in order to cope with the volume of material. While it is great to see so much media coverage, it is not practical to send out large files to clog up Inboxes – making them available online enables readers to read through the index and select which parts they want to download. We have begun investigating a more streamlined online delivery system straight from Media Monitors for 2011.

MA has joined the digital revolution

Social media has been much talked about, and is now no longer the province only of the young. MA has joined the digital revolution, and in 2010 established our own presence via our blog, Facebook and Twitter. We use these media to distribute messages about job vacancies, news, notices and ad hoc messages, as well as to actively engage with the cultural sector. Social media has extended our reach, linking us internationally as well as nationally. We now use these channels to find, filter and share information from sources such as museums associations and cultural agencies in the UK and US.

Our social media following has been building up since we began in August 2010, and during 2010 we also began writing editorial commentary on current events and issues which is published on our new blog.

Feedback on these new media initiatives has been very good. Even though there are still a few members who cannot access electronic information easily, and for whom we provide a limited hard copy service, the increased quantity and reach of our electronic-delivery material offers a significantly improved service.

Code of Ethics

Following discussion at the 2010 AGM, the Board instigated a review of the Code of Ethics. Susan Abasa drew upon Massey museum studies student research and compiled a draft paper which was considered by the Board in a workshop session in November. This paper compares the MA Code of Ethics with others from the USA, Canada, Australia, UK and ICOM.

review the code of ethics

The Board agreed that the MA Code of Ethics is substantially sound, and that there are some areas which would benefit from wider consultation and discussion. To this end, focussed conference sessions are planned for MA11 which will explore various ethical issues, especially relating to collections. The Board intends to develop a structure to review the Code of Ethics and deal with ethical issues that arise. This will be discussed at the 2011 AGM.

Sector statistics and research

Museums Aotearoa recognises the value of accurate, up to date information about the sector and its activities. This is vital for our advocacy work, as well as for individual institutions. We have in the past conducted 'barometer' surveys. These quick online surveys have been very useful in establishing basic information – but they are more of a snapshot than a complete or in-depth picture.

To complement the snapshot, Museums Aotearoa has been working with other agencies to develop specific research tools for the sector. It is our intention to gradually build a more complete and robust set of statistics tools which, alongside information from other agencies such as Statistics NZ, Creative NZ and MCH, will provide timely and accurate data to support the sector.

MA is also working with NSTP, which has agreed to support our sector statistics work with sharing of information and a contribution towards setting up new data tools.

Visitor research

The aim of developing a national visitor survey is to provide the museum sector in New Zealand with better information about its visitors at both an individual museum and a sector-wide level. A project to develop such a survey began in 2009 as a partnership between MA, Victoria University and sector representatives.

A web survey in 2009 to gauge the level of interest and current visitor research activities across the country gave a very high level of support, as well as many other helpful comments. Lee Davidson of Victoria University lead the project to develop a visitor survey to use in a pilot study in early 2010. The main challenges were to make it as flexible as possible so it could be used by a wide range of museums, while ensuring that the information gathered would be consistent and reliable.

Lee Davidson and research student Cas Larkin reported on the pilot project at MA10 in April. Museums had found the surveys easy to administer, and gave helpful comments about wording and formatting, process and methodology. Most encouraging was that the majority of museums in the pilot said they would be willing to do so again in the future. Further work during 2010 went into refining the survey and its methodology, and finalising the details for a wider roll-out in 2011.

Remuneration Survey

The lack of reliable information about museum and gallery pay levels has been a long-standing problem. After lengthy investigation and negotiation, MA began work with Strategic Pay early in 2010 to establish a museum sector remuneration survey. We partnered with Strategic Pay because they have the expertise, systems and credibility to administer such a survey – and because they already produce local and central government remuneration surveys, we could be assured that the museum sector data could be benchmarked alongside those wider groupings where appropriate. MA paid for the setup costs, and participating museums can buy the report from Strategic Pay for a very reasonable fee.

provide the
museum sector in
New Zealand with
better information

One of the reasons the information was not previously gathered was that no-one had defined the specific job roles in museums and galleries that do not have direct parallels in other areas such as local government. MA thanks Jenny Harper and Steven Fox for their role as a reference group in setting the parameters for the survey with Strategic Pay.

The first museum sector remuneration survey was completed in early August. Forty-nine museums participated, with a slightly smaller number purchasing the report. It provides very good information and has already been particularly useful in a number of cases. We are confident that more museums will see the value of participating in 2011.



Professional Development and Training

MA10 conference

MA10 was held in New Plymouth, 14-16 April, jointly hosted by Puke Ariki and Govett-Brewster Art Gallery. We attracted around 170 delegates to explore the theme of *Museums – who needs them?* Visits by international keynote speakers Elaine Heumann Gurian (USA consultant) and Tony Ellwood (QAG & GOMA in Brisbane) were supported by Te Papa and GBAG respectively, and Te Papa CE designate Michael Houlihan's participation was also supported by Te Papa. There were several other invited speakers, and over 50 individuals presented, convened or chaired sessions. This level of participation made it a very well-engaged conference.

NZ Museum Awards

While in New Plymouth, we celebrated the 2010 Awards Thanks to sponsorship by Story Inc, pledged for three years, as well as generous support from Te Papa and Puke Ariki, the Awards were presented in a more celebratory fashion. There were over 100 attendees, seated beneath a suspended shark in the Puke Ariki foyer, who enjoyed a delicious three course meal and local entertainment and applauded the awards recipients.

There were three awards presented: the Innovation Achievement Award; the Selecon Award for Exhibition Excellence; and the Individual Achievement Award.

Hawke's Bay Museum & Art Gallery won the Innovation Achievement Award for *The Miniatures: An Adventure in the Bren Collection*, an exhibition which drew on the imagination of the exhibition creators and visitors to bring a collection of miniature figures and furniture to life through fiction and inventive display. Close finalists for this category were Locales/Te Papa for the Colossal Squid interactives and website, and Canterbury Museum for their 3D Digital Binocular Station.



Christchurch Art Gallery Te Puna o Waiwhetu took out the Selecon Award for Exhibition Excellence for *Brought to Light*, which showed that re-visioning a 'permanent exhibition' can breathe new life to an entire institution. Finalists for this category were Museum of Wellington City and Sea for *10 Years in Wonderland*, and The Air Force Museum of New Zealand for *History Gallery Redevelopment Project; Horizon to Horizon*.

The Individual Achievement Award went to Thérèse Angelo from The Air Force Museum. Thérèse was recognised for her outstanding record of achievement in many dimensions, all related to the wider heritage domain.

awards are now firmly established

A highlight of the evening was Michael Houlihan, then director general of the National Museum Wales who became CEO of Te Papa in August, who provided us with some food for thought between courses. Mike shared his ideas on future directions for museums, and managed to get away with a surprisingly large number of Tom Jones lyric references.

The New Zealand Museum Awards are now firmly established in the national calendar as a noteworthy celebration of excellence in our field.

The Clark Collection/Creative New Zealand Scholarship

Justine Olsen, Curator of Contemporary decorative Arts at Te Papa, was selected for the 2010 Scholarship from a strong field. Errol Clark was also able to secure a place at the Attingham Summer School for one of the other applicants, David Maskill (Victoria University).

Justine's scholarship was announced by the British High Commissioner, George Fergusson, at a function at his residence for the NZ-UK Link Foundation, one of the scholarship's sponsors. Justine attended the Attingham Summer School in July and had internships of up to a week with the Victoria & Albert Museum, the National Trust, English Heritage and The Royal Collection.



MA had applied to Creative NZ for a further three years funding for this important scholarship in 2009, and we were disappointed to receive funding only for 2010 and 2012.

Asia NZ Foundation

Two projects in 2010 were funded from Asia NZ Foundation grant money unused from previous years.

Otago Settlers Museum Educator Sara Sinclair was selected to take up a 6-week placement at the Asia Civilisations Museum in Singapore in August-October 2010. Sara has a strong interest in Asian culture and believes there is a priority for New Zealanders to learn about Asian culture, due to the fast growth of the Asian region and the effect this growth will have economically, politically and socially, on New Zealand in the 21st Century. Sara had a very successful time in Singapore, and came back with renewed enthusiasm for the role that museums can play in educating audiences.

Asia:NZ Foundation also agreed to support one \$2,000 travel bursary to assist a NZ museum professional to attend the ICOM triennial conference in Shanghai in November 2010. The bursary was awarded to Eloise Taylor, Public Programmes Team Leader at Hawke's Bay Museum & Art Gallery. Eloise was keen to go to the conference to develop a greater understanding of how to work with China, to network with Chinese colleagues in the museum sector, and to increase skills and knowledge in caring for and exhibiting Asian collections. This learning is proving invaluable as HBMAG works on developing an exhibition project with the Xuzhou Museum in the Jiangsu Province of China.

Mina McKenzie Scholarship

The Mina McKenzie Scholarship was announced at the NZ Museum Awards celebration in New Plymouth on 15 April. It was a fitting coincidence that conference coordinator



Miri Young was awarded \$2,000 to assist with postgraduate museum studies which she began in the USA mid-year.

Also assisted by a Fulbright award, Miri is working towards a Master of Humanities and Social Thought degree and an Advanced Certificate in Museum Studies at New York University. She will specialise in monuments and museums dedicated to memorialising cultural trauma. Funded by income from a trust account, there is only sufficient funds to offer the scholarship every two years – no award will be made in 2011.

ATTTO – industry training

A *Strategic Training Plan* for the museum sector was drafted for ATTTO based on sector skills strategy research commissioned in 2009. The draft was extensively workshopped by the Museum Training Council, we consulted with the universities, and the document and its Action Plan were finalised for circulation to MA members in May.

A meeting between ATTTO, NSTP and MA in November discussed priorities arising for the museum sector from the *Strategic Training Plan*. We agreed two main projects: an Induction Programme and a 'professional development guide', with possibilities also to be explored for recruiting volunteers through RWC2011 promotion and targeting NSTP workshops. These are being taken up in 2011.

priorities from Strategic Training Plan

As the Certificate in Museum Practice has been in place since 2006 and the first cohort completed the qualification in 2009, the unit standards were due for review in 2010. Early in the year, we worked with ATTTO to recruit people to form an Industry Advisory Group. The group met for a day in Wellington in May, and subsequently continued their review electronically. The review successfully simplified the standards and aligned them more consistently with their assessment guides. Two additional units were drafted for preventive conservation and archiving as electives to complement the existing units. Special thanks to Thérèse Angelo, Rowan Carroll and Lesley Colsell for their significant contributions to the IAG

Also identified was the need to review the resources provided to trainees. This work was scoped at the end of the year and is continuing in 2011.

Administration and Finance

Staff

The year began with recruitment underway to replace Fiona King, our Office Manager who had resigned in November 2009. We took the opportunity to review the position and job description, and advertised for a part time (0.8) Membership and Administration Officer with a closing date of mid-January.

Recruitment was delayed by Phillipa Tocker being on sick leave for much of January. During this time Museums Aotearoa was very well supported by Gina Lumplecker, our part time accountant, Ashley Remer who returned to take up temporary administrative duties, Miri Young who was contracted as conference coordinator, and Alex Hayden who continued his work on publications preparation.

MA is fortunate to have lured Sophie de Lautour Kelly into the Membership role, which has now been refocused as our Membership Services Manager position. Sophie took up the job in April, just a week before the MA10 conference, and immediately began to improve our services. Sophie brings experience most recently from her role as the LEOTC Senior Project Officer at the Ministry of Education, and previous positions at Wellington City Archives and Otago Museum. Sophie also has a Postgraduate Diploma in Museum Studies, so is able to contribute on many levels.

Gina Lumplecker continued to provide accounting support and we have been assisted by Alexander Hayden on publications throughout the year.

Systems and processes

We have made good progress in improving and updating our systems and processes. After many delays, Museums Aotearoa moved to a new online database system in May. This required a long period of checking and adjustment,

and we are still refining it to meet our needs. We now have the capacity to keep more data more securely, and will continue to develop it over the coming year.

The enhanced capability also allows us to manage our own events, the first being the MA11 conference for which we opened registration in December. This required changes to our banking and finance systems as well, and by the end of the year we were ready to shift from a dual signatory cheque payments system to an online authorisation system for electronic payments.

MA has been generously supported by Te Papa in the provision of office computer hardware. Our three-year-old loan computers were replaced in May 2010, allowing us to also upgrade some software.

improving
systems and
processes

Finance

MA ended 2010 with a modest surplus. Both income and expenditure were up on 2009, largely attributable to bigger budget conference and awards events. Publications costs and income were significantly down in 2010 because most expenditure and income for both the 2010 and 2011 Directories fell just either side of our financial year.

We continue to be constrained in our activities by limited resources. However, we are also successful in achieving a great deal within these financial constraints.



Statements

As at 31 December 2010

Financial position

	2010 (\$)	2009 (\$)
CURRENT ASSETS		
Accounts Receivable	9,801	2,916
Bank Deposits & Savings Accounts	206,460	203,018
BNZ Current Account	7,304	10,808
Petty Cash	200	200
GST Account	3,355	4,655
Interest accrued	2,359	1,738
TOTAL CURRENT ASSETS	229,479	223,335
CURRENT LIABILITIES		
Accounts Payable	16,447	11,217
Asia NZ Foundation Grant Payable	18,031	35,458
Holiday Pay	6,440	4,113
Income in Advance	13,211	4,459
National Services Te Paerangi project funds	10,139	7,639
Trust and Special Funds	82,417	85,270
TOTAL CURRENT LIABILITIES	146,685	148,156
WORKING CAPITAL		
NON-CURRENT ASSETS	82,794	75,179
Property, Plant and Equipment		
NET ASSETS	1,238	686
ACCUMULATED FUNDS	\$84,032	\$75,865



Financial performance

	2010 (\$)	2009 (\$)
INCOME		
AGM & Conference registrations	63,388	47,539
MA Awards*	15,833	-
Asia NZ Foundation	17,427	3,567
Creative NZ - Clark Collection Scholarship	12,000	15,000
DNC Project	4,348	12,896
GIM Project	-	7,500
Statistics Project	2,500	8,500
Interest	5,026	5,237
Membership Fees	167,272	157,993
Publications	764	8,124
Sundry Receipts	21,890	16,346
TOTAL INCOME	310,448	282,703
LESS EXPENSES		
AGM & Conference Expenses	52,953	37,719
MA Awards*	15,174	-
Asia NZ Foundation Expenses	17,427	3,567
Audit Fees	4,000	4,000
Bad Debt	437	-
Board Expenses	801	970
Clark Collection Scholarship	11,500	13,015
DNC Expenses	4,348	12,896
Depreciation	187	229
Employment expenses	110,973	107,914
Equipment Rent	1,764	1,470
GIM Expenses	-	7,500
Insurance	1,031	1,001
Interest and Bank Charges	765	550
Kaitiaki Expenses	3,862	-
Membership Communication/Website	8,005	4,822
Office Rent	9,060	9,060
Postage and Courier	5,034	4,558
Printing and Stationery	5,675	2,539
Professional Fees Other	11,732	10,587
Property Expenses	809	447
Publications	15,610	28,626
Repairs and Maintenance	941	407
Statistics Expenses	2,500	8,500
Sundry Expenses	9,610	2,649
Te Ara Online Expenses	-	1,884
Telephone and Tolls	2,553	3,146
Travel & Entertainment	3,650	4,721
Workshops/Touring Speakers	1,880	2,706
TOTAL EXPENSES	302,281	275,483
Net Surplus / (Loss) for the year	8,167	7,220

* included in AGM & Conference in 2009



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